



## SamKnows - FCC Project Page

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### MEASURING BROADBAND AMERICA 2012

#### Project Overview

The Federal Communications Commission (FCC) has commissioned SamKnows to provide American consumers with accurate statistics of their broadband performance. This information empowers consumers to make better decisions about their broadband service, and has brought valuable improvements in the Broadband market in the U.S. Now in its second year, this study examines service offerings from the largest wireline broadband providers in the country, using a series of performance tests of home Internet.

This methodology, created in association with the FCC, has been built around two fundamental points:

1. To empower consumers by giving them access to technology to accurately measure their own Internet performance.
2. To create a significant, publicly accessible, open dataset for the purposes of research.

For more information on last year's project and to read the report, please visit <http://www.fcc.gov/measuring-broadband-america>

#### Who else is involved in the project?

This project would also not be possible without the help of some of the biggest names in American Internet. Participants to the project sign a Code of Conduct, shown below, demonstrating their commitment to act in good faith to help ensure the project is a success. This includes leading academics, ISPs and other industry stakeholders.

[INSERT GRAPHIC OF 2012 CODE OF CONDUCT]

Consumers are also at the heart of this project and without the incredible support of American consumers this project would not be possible.

A large amount of test infrastructure is provided by M-Labs, which is a research platform dedicated to building a large and openly available dataset of Internet performance.

### **Why do the project?**

The purpose of the project is twofold. First, the project seeks to establish a methodology for measuring American broadband performance and thereby create a number of tools for American consumers to measure their own Internet connections. Second, the project seeks to create a publicly accessible dataset of American broadband performance data as part of the FCC's open data policy.

### **What data is released?**

It is important to note that one of the FCC's key objectives is to publish all of the data generated in its various studies around the world. This goal is supported by SamKnows. For the FCC study, data publication will be governed by the following guidelines:

- All data collected will be made publicly available, either at the time of publication of a report or one year from the date of collection, whichever comes first;
- Personally Identifiable Information (PII) will not be released. However, for the avoidance of doubt, IP addresses, which are not PII for the purposes of this study, will be made publicly available.

Please note that SamKnows does not monitor or collect any information regarding which websites you visit or information you transmit over the Internet. Measurements collected relate solely to the performance of your broadband connection.